



FEDERAL SMALL BUSINESS CONFERENCE

NOV
15 - 19



Experience SBC

We're excited that you're looking to incorporate SBC, *Back Together. Built for You*, into your schedule and want to support your business case to help you attend. As part of these efforts, we've put together this Attendee Justification Toolkit, providing you with must-know information about the event for you and your supervisor.

We hope you find this toolkit useful in making your case for attending SBC this November 15-19, 2021, in Atlanta, GA. This premier event includes educational, one-on-one appointments, and networking opportunities to help further your career.

We can't wait to be together again, and for you to experience SBC! Even if you can't be us in person, or just not ready or able to travel, we hope to see you virtually. We'll have the same great content experience for you.



Our Attendees say it best!

“By attending SBC, you gain interest from companies about upcoming projects, learn about new trends, refresh awareness of industry standards, and improve delivery of product.”

-Leon Parrott, U.S. Army

“I made great connections and learned of the great capabilities of small business firms.”

-Leila Hollis, USACE

“Well attended, well supported, and was able to make needed contacts with vendors and small business representatives/owners.”

- William (Bill) Skelley, NAVFAC Southeast

“SAME SBC is the single biggest factor in the ongoing success of our company. The networking opportunities are priceless and the ability to talk one on one with so many government representatives will keep us coming back every year.”

-Bob Sidoti, ESA South



Top Reasons to Attend

- **FACT: 73% of SAME members are small businesses**
- **FACT: 78.2% of attendees indicated that attending the 2020 SBC helped them conduct market research for their organization.**
- **FACT: 84.7% of attendees rated SBC as good to outstanding when asked what their overall experience was at the 2020 SBC.**
- **FACT: 93.7% of survey responses indicated that the correct Business Opportunities Topics were presented.**



Government Top Reasons to Attend

- **Conduct Market Research** to best understand the competition and the industry capacity available for your agency's needs.
- Engage in **unrivaled networking opportunities** including Industry-Government Engagement sessions with large and small businesses
- SBC offers a low-cost registration fee for government / uniformed employees
- Explore a vibrant **Exhibit Hall** featuring Leading A/E/C Companies and find solutions for your agency
- Learn from other agency contracting and acquisition experts and improve your business processes
- Education tracks with the opportunity to earn over 40 PDH credits
- Help support the nation's small business contracting goals and build a robust industrial base and strengthen America's competitive edge



Attendee Breakdown

Whether you are from industry or government, large or small business, there are market research opportunities for *you* at SBC.

of Mil./Gov. Attendees has nearly tripled since 2016.

- 2020: 901
- 2019: 579
- 2018: 502
- 2017: 383
- 2016: 346
- 2015: 314
- 2014: 330
- 2013: 271



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SEGMENT	2020
Industry - Large	271
Industry - Medium	374
Industry - Small	704
Government	901



Best of the Best

Over the last several years, the Education Sessions have attracted the best of the best content to help attendees grow and develop in the federal marketplace.

Check out the number of submissions throughout the years:

- **64** in 2016
- **70** in 2017
- **98** in 2018
- **110** in 2019
- **80** in 2020 (Virtual SBC)



How to Justify SBC Attendance

- If you and your company are involved in business in any capacity, SBC is a must-attend event of the year. Show the value of attending SBC to your supervisor by understanding your conference expenses and selling the variety of benefits.
- Feel free to incorporate any of the top reasons to attend listed previously into your letter to help make your business case. Please see attached Justification Letter (sample).
- For health and safety information, review the following page:
 - For health and safety guidelines: www.samesbc.org/health_and_safety.cfm
- To outline your approximate conference expenses, review the following pages:
 - For conference registration pricing: www.samesbc.org/registration
 - For travel and hotel accommodations: www.samesbc.org/travel&lodging.cfm